



U.S. General Services Administration



Burson • Marsteller

GENERAL SERVICES ADMINISTRATION

Federal Supply Service



Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage! a menu-driven database system. The INTERNET address for GSA Advantage! is:
GSAAdvantage.gov.

PROFESSIONAL SERVICES SCHEDULE

Industrial Group: 00CORP

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

CONTRACT NUMBER: GS-23F-0130M

SIN 541-1 / IRC	Advertising Services
SIN 541-2 / 2RC	Public Relations Services
SIN 541-4A / 4ARC	Market Research and Analysis Services
SIN 541-4B / 4BRC	Video/Film Production Services
SIN 541-5 / 5RC	Integrated Marketing Services
SIN 541-1000 / 1000RC	Other Direct Costs

PERIOD COVERED BY CONTRACT:

March 14, 2012 Through March 13, 2017

Business Size: LARGE

Burson – Marsteller, A Division of Young and Rubicam Inc.

1110 Vermont Avenue, N.W.

Suite 1200

Washington, D.C. 20005

(p) 202.530.0500

(f) 202.530.4800

(w) www.bm.com

Contract Administrator: Sharon Balkam

Sharon.Balkam@bm.com



- | <p>1a. Authorized Special Item Numbers (SINs):</p> <table border="0"> <thead> <tr> <th><u>SIN</u></th> <th><u>DESCRIPTION</u></th> </tr> </thead> <tbody> <tr> <td><i>SIN 541-1</i></td> <td><i>Advertising Services</i></td> </tr> <tr> <td><i>SIN 541-1RC</i></td> <td><i>Advertising Services</i></td> </tr> <tr> <td><i>SIN 541-2</i></td> <td><i>Public Relations Services</i></td> </tr> <tr> <td><i>SIN 541-2RC</i></td> <td><i>Public Relations Services</i></td> </tr> <tr> <td><i>SIN 541-4A</i></td> <td><i>Market Research and Analysis Services</i></td> </tr> <tr> <td><i>SIN 541-4ARC</i></td> <td><i>Market Research and Analysis Services</i></td> </tr> <tr> <td><i>SIN 541-4B</i></td> <td><i>Video/Film Production Services</i></td> </tr> <tr> <td><i>SIN 541-4BRC</i></td> <td><i>Video/Film Production Services</i></td> </tr> <tr> <td><i>SIN 541-5</i></td> <td><i>Integrated Marketing Services</i></td> </tr> <tr> <td><i>SIN 541-5RC</i></td> <td><i>Integrated Marketing Services</i></td> </tr> <tr> <td><i>SIN 541-1000</i></td> <td><i>Other Direct Costs</i></td> </tr> <tr> <td><i>SIN 541-1000RC</i></td> <td><i>Other Direct Costs</i></td> </tr> </tbody> </table> <p>1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract. (See attached authorized price list.)</p> <p>2. Maximum order: \$1,000,000.</p> <p>3. Minimum order: \$100.</p> <p>4. Geographic coverage: The 50 United States, Washington DC, and Puerto Rico</p> <p>5. Point(s) of production: Washington, DC</p> <p>6. Discount from list prices or statement of net price: Net</p> <p>7. Quantity discounts: 2% additional points for single purchase orders exceeding: NONE</p> <p>8. Prompt payment terms: NONE</p> <p>9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes</p> <p>9b. Notification whether Government purchase cards are accepted above the micro-purchase threshold: Yes</p> <p>10. Foreign items: NONE</p> <p>11a. Time of delivery: As negotiated between ordering agency and contractor.</p> <p>11b. Items available for expedited delivery are noted on price list.</p> <p>11c. Overnight and 2-day delivery: N/A</p> | <u>SIN</u> | <u>DESCRIPTION</u> | <i>SIN 541-1</i> | <i>Advertising Services</i> | <i>SIN 541-1RC</i> | <i>Advertising Services</i> | <i>SIN 541-2</i> | <i>Public Relations Services</i> | <i>SIN 541-2RC</i> | <i>Public Relations Services</i> | <i>SIN 541-4A</i> | <i>Market Research and Analysis Services</i> | <i>SIN 541-4ARC</i> | <i>Market Research and Analysis Services</i> | <i>SIN 541-4B</i> | <i>Video/Film Production Services</i> | <i>SIN 541-4BRC</i> | <i>Video/Film Production Services</i> | <i>SIN 541-5</i> | <i>Integrated Marketing Services</i> | <i>SIN 541-5RC</i> | <i>Integrated Marketing Services</i> | <i>SIN 541-1000</i> | <i>Other Direct Costs</i> | <i>SIN 541-1000RC</i> | <i>Other Direct Costs</i> | <p>11d. Urgent Requirements: The schedule customer may contact the Contractor to effect a faster delivery</p> <p>12. F.O.B. Point(s): Destination</p> <p>13. Ordering address(es): Contract's address (see front page)</p> <p>14. Payment address(es):
 Burson-Marsteller, A Division of Young and Rubicam Inc.
 PO Box 101880
 Atlanta, GA 30392-1880</p> <p>15. Warranty provision: N/A</p> <p>16. Export packing charges, if applicable: N/A</p> <p>17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level): NONE</p> <p>18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A</p> <p>19. Terms and conditions of installation (if applicable): N/A</p> <p>20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A</p> <p>20b. Terms and conditions for any other services (if applicable): N/A</p> <p>21. List of service and distribution points (if applicable): N/A</p> <p>22. List of participating dealers (if applicable): N/A</p> <p>23. Preventive maintenance (if applicable): N/A</p> <p>24. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A</p> <p>25. Data Universal Number System (DUNS) number: <u>07-481-0730</u></p> <p>26. Notification regarding registration in System for Award Management (SAM) database: Yes, contractor has registered with the System for Award Management Database, Current Expiration Date is August, 5, 2017. Cage Code: <u>1WV78</u></p> |
|--|--|--------------------|------------------|-----------------------------|--------------------|-----------------------------|------------------|----------------------------------|--------------------|----------------------------------|-------------------|--|---------------------|--|-------------------|---------------------------------------|---------------------|---------------------------------------|------------------|--------------------------------------|--------------------|--------------------------------------|---------------------|---------------------------|-----------------------|---------------------------|--|
| <u>SIN</u> | <u>DESCRIPTION</u> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-1</i> | <i>Advertising Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-1RC</i> | <i>Advertising Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-2</i> | <i>Public Relations Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-2RC</i> | <i>Public Relations Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-4A</i> | <i>Market Research and Analysis Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-4ARC</i> | <i>Market Research and Analysis Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-4B</i> | <i>Video/Film Production Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-4BRC</i> | <i>Video/Film Production Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-5</i> | <i>Integrated Marketing Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-5RC</i> | <i>Integrated Marketing Services</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-1000</i> | <i>Other Direct Costs</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>SIN 541-1000RC</i> | <i>Other Direct Costs</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |

About Burson-Marsteller's government expertise

Wherever in the government you work, you and your colleagues strive to make life better for American families. You help shape a brighter future for our country. As public servants, you advance innovation and efficiency, build security and strength, foster learning and health, nurture small businesses and farms, safeguard fair workplaces, and much more.

As a strategic communications partner, Burson-Marsteller uses Evidence-Based Communications – a scientific approach to communications – to help you achieve your mission objectives efficiently, effectively, on-time and on-budget.

We don't guess. Strategic recommendations are based on data, progress is tracked throughout the course of our work, and results are quantified scientifically.

Burson-Marsteller is leading the industry toward a more scientific, accountable approach to communications decision-making. We drive strategy with facts and data, fostering effective, creative avenues to impact targeted audiences. The approach ensures dollars are committed to tactics and messages grounded in evidence, not guesswork.

Evidence-Based Communications is just one reason why the influential *Holmes Report* in 2011 named Burson-Marsteller “Large Agency of the Year”.



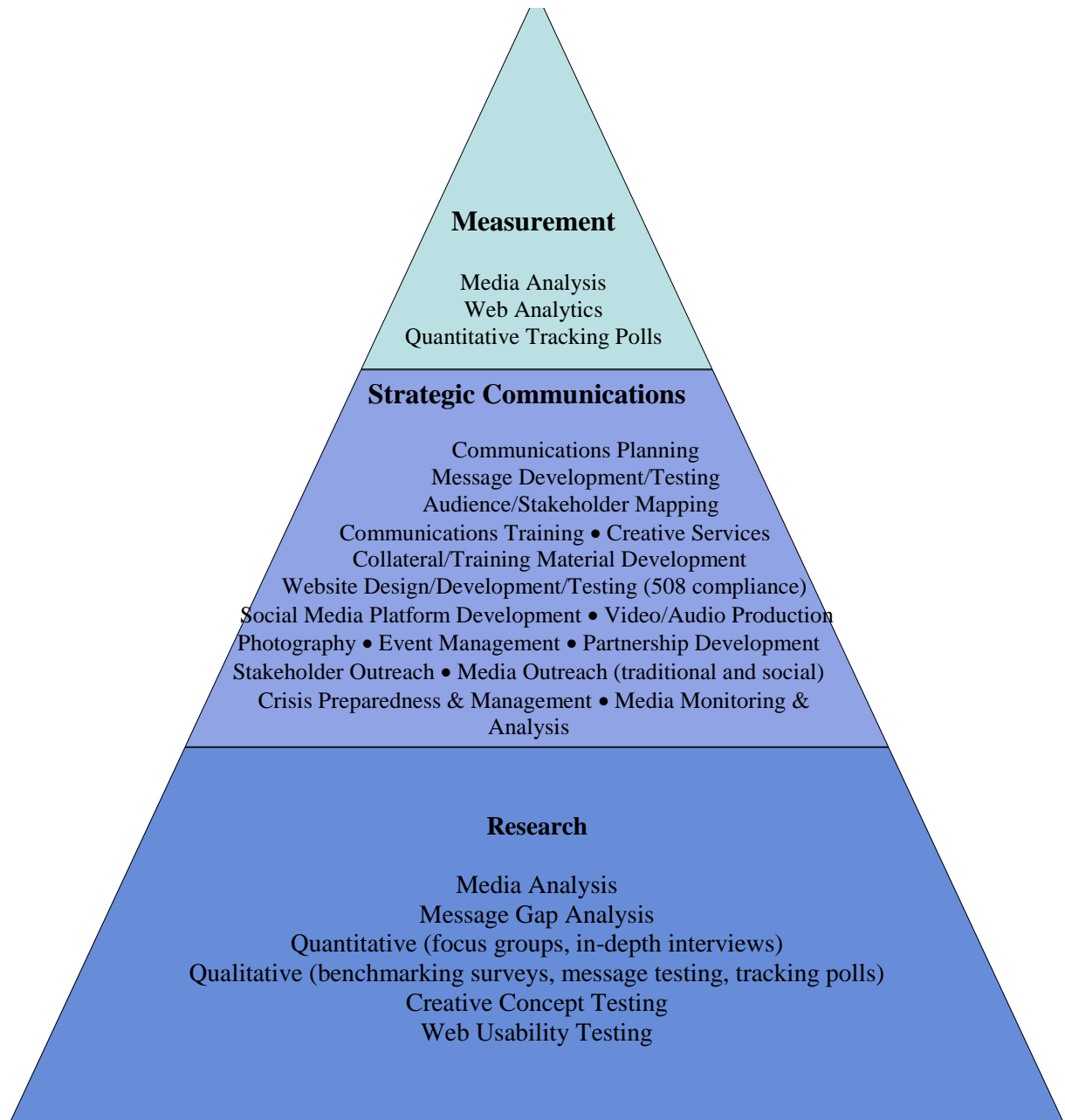
For six decades, we have been deepening and expanding our expertise in every aspect of strategic communications and marketing. With more than 130 offices throughout the U.S. and around the world, we can implement integrated communications programs to reach any constituency, anywhere, in order to raise awareness, spur action, and change behavior.

A careful steward of taxpayer dollars, we help government communicators define and relay compelling messages for specific audiences, then measure results. Bringing strategic thinking, measurable results, and exacting contract compliance, we have designed and executed multi-million dollar, multi-year campaigns as well as short-term emergency communications



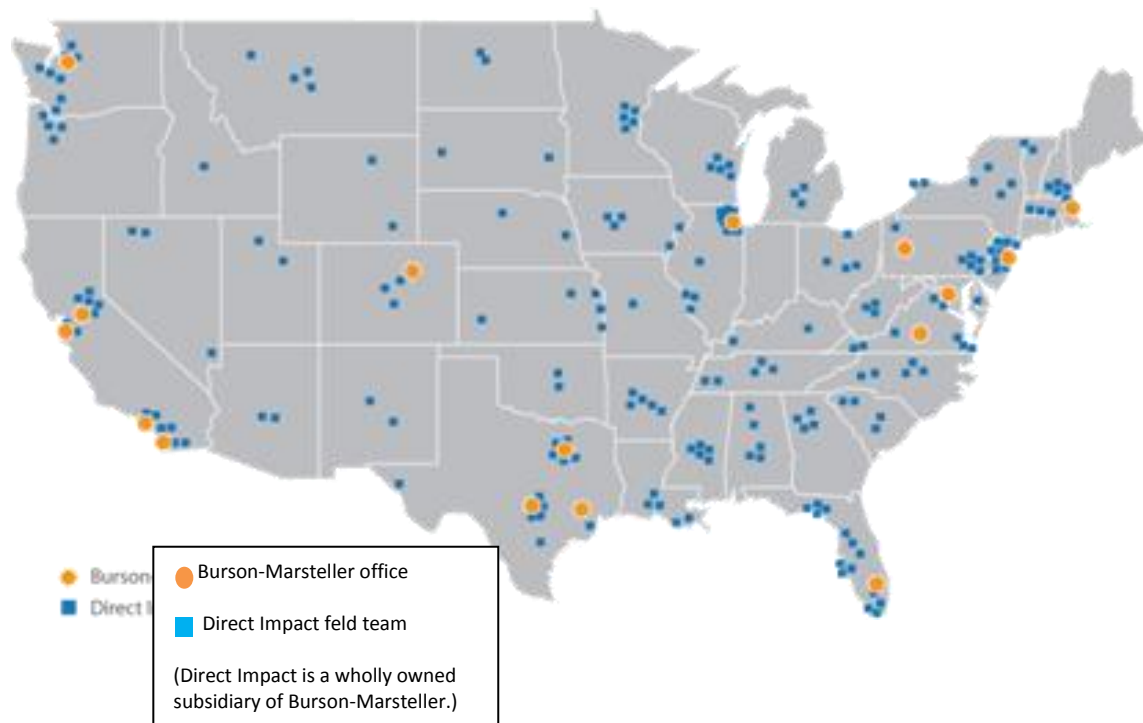


Burson-Marsteller's Evidence-Based Approach
List of strategic communications and marketing services



Burson-Marsteller has a nationwide network of communications experts

With 16 offices across the country, and a network of communications specialists in every congressional district, Burson-Marsteller can put its local expertise to work for your agency any place in the country. Through our network of professionals, we bring to every assignment the benefits of established relationships with local media, elected officials, business leaders and community organizations in every DMA.



Burson-Marsteller's work with government agencies benefits taxpayers and demonstrates government's effectiveness. Our partnership with the Department of Treasury helped result in the safe and secure global roll-out of new notes. Our work with the Census Bureau increased participation of hard-to-reach residents in the U.S. and those living overseas. And our programs for the Veterans Administration educate military men and women of the assistance available to improve their lives.

We have also partnered with: The U.S. Post Office, Ginnie Mae, the Transportation Security Administration, and the Department of Treasury's Financial Crimes Enforcement Network.

Contract GS-23F-0130M

Price List

Labor Category:	Rate
Managing Director	378.09
Director	301.51
Manager	253.65
Senior Associate	201.01
Associate	153.15
Client Executive	129.22
Client Staff Assistant	81.36

ODC	UNIT	MAX. PRICE
Air Freight	Each	758.15
AV Equipment & Supplies	Per Event	4,962.22
Catering	Per Event	7,744.28
Courier/Messenger	Each	14.31
Honorarium	Per Event	15,617.13
Media Monitoring	Per Event	40,191.44
Media Placements	Each	680,100.76
Photography/Prints	Per Event	13,828.72
Postage	Each	0.44
Printing	Per Job	17,399.35
Production	Per Event	59,140.55
Professional Services	Per Assignment	382,797.57
(Subcontracted Services for Media/Communications/PR Events)		
Reference Material	Each	1,410.58
Registration Fees	Each	2,206.55
Research	Each	151,133.50
Stationary & Supplies	Each	9,466.03
Talent	Per Event	22,023.34
Telephone/Conference Calls	Per Min	0.08
Translation	Per Job	18,027.67
Wire Media Services	Per Event	10,125.94

* All Price Maximums are inclusive of a 0.75% Industrial Funding Fee (IFF) as directed by the GSA.

For more information about our rates or the GSA Advertising & Integrated Marketing Solutions Services, please contact one of the following at Burson-Marsteller:

Schedule Services	Solicitations/Requests for Quotes
Sharon Balkam	Jess Smith
Phone: 202-530-4504	Phone: 202-530-4655

Email: Sharon.Balkam@bm.com

Email: Jessica.Smith@bm.com

Labor Category Descriptions

Managing Director contributes to the overall performance of the firm by managing current client strategies and programs, generating new business and supervising the growth of its staff. Primary responsibilities include developing senior client relationships, implementing overall communications programs for clients, and managing profitability and financial aspects of accounts. Minimum Education: Bachelors/Master's Degree. Years of experience: 15+ years

Director oversees the planning and execution of client programs to meet business objectives. The Director contributes to expanding existing business, winning new business and setting the tone for how each account is managed. Primary responsibilities include leading new business presentations and cultivating staff members. Minimum Education: Bachelor's Degree - Various. Years of experience: 10+ Years

Manager participates in the day-to-day activities of the account team and projects. Working under little supervision, a Manager supervises the work of mid-level colleagues. Primary responsibilities include contributing to the professional development of their staff, arranging all aspects of major events for clients, handling special media inquiries and reviewing materials prepared by team members. Minimum Education: Bachelor's Degree. Years of experience: 5+ Years

Senior Associate partners with client representatives in carrying out the client's communications goals. Through hands-on project management, the Senior Associate ensures business growth, identifies problems and opportunities and recommends courses of action to be taken. Primary responsibilities include fostering client relationships, reviewing media materials and offering ideas. Minimum Education: Bachelor's Degree. Years of experience: 4+ Years

Associate assists the client in researching and analyzing issues. By helping execute the client's business plan, the Associate solidifies the team's client relationship and provides the second level of project execution for the agency. Primary responsibilities include handling standard media inquiries, researching the client's industry, proactively developing relationships with external audiences and organizing events for the client. Minimum Education: Bachelor's Degree. Years of experience: 3+ Years

Client Executive services the client by working on task-oriented projects that require routine and standard information. Through research, writing and administration, the Client Executive supports the account team to serve the client and thereby represents the basic building block for the agency. Primary responsibilities include writing pitch letters and similar materials, creating and maintaining media lists, and handling routine media inquiries. Minimum Education: Bachelor's Degree. Years of experience: 1+ Years

Client Staff Assistant works on client-oriented projects. By providing additional assistance in administrative tasks and operational duties, each Client Staff Assistant plays an instrumental role in supporting the client team. Primary responsibilities include preparing drafts of activity reports, writing briefs for other account team members and ensuring the completion of all projects. Minimum Education: Bachelor's Degree. Years of experience: Less than one year

"The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CFR 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract."